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Sheila Holincheck
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*Tronson Investment
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CM Group

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Downing
LAPD - Hollywood

Leron Gubler
*Hollywood Chamber of
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Executive Director
Kerry Morrison



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August 13, 2001

TO: Karen Kalfayan
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Entertainment District POA

SUBJECT: Second Quarter
April 1 - June 30, 2001

As is required in our Agreement with the City of Los Angeles, I am submitting our Second Quarter Report to summarize key activities of the Hollywood Entertainment District. This report covers both BIDs – Phase I and Phase II. The activities will generally refer to the entire District, unless activities specific to one of the Phases are important to highlight.

I. Operational Issues

- In April, the city of Los Angeles filed a petition for review with the California Supreme Court, to seek a review in the court of appeals ruling in *Epstein v. City of Los Angeles, Hollywood Entertainment District*, which was issued on March 8. The petition for review was accompanied by letters of support filed by a number of organizations and individuals including: International Downtown Association, Hollywood Media District BID, Hollywood Chamber of Commerce, Downtown Center BID and others. The Hollywood Entertainment District Property Owners Association filed a joinder in support of the city's brief. Despite this, the Supreme Court denied the petition for review on June 13, 2001. As a result of this action, the case has been sent back to the Superior Court. A status conference between the attorneys for all three parties is scheduled for August 15, 2001.
- The California BID Coalition proceeded with the development and negotiations on Assembly Bill 1021 (Goldberg), which amends the state statutes governing property-based BIDs, and the HEDPOA has

contributed a total of \$3,000 to support this coalition.

- The Board proceeded to negotiate a rent arrangement with Robertson Properties Group, owner of the Pacific Warner Building, at \$250/month.
- Several members of the Board attended the Chamber's annual planning retreat in Palm Desert. They took the opportunity to spend time working on strategic planning for the HEDPOA. Additionally, both the chamber and the HED worked on a draft vision statement for Hollywood.
- Board president, David Green, announced the names of the Nominating Committee to work on a slate of nominees to serve three-year terms, November 2001 - November 2004. The Nominating Committee will be John Tronson, Tronson Investment Group; Kathy Ketchum, L.A. Gay and Lesbian Center; and Gary Silvers, Silvers Investments.
- Jim Reichow from Campus Hollywood resigned his seat on the Board due to a change in employment status. Donelle Dadigan of the Max Factor Building was elected by the directors to serve the remainder of Reichow's term (November 2002).

II Security

- Kerry Morrison and Randall Ely (Downtown Center BID) co-presented a workshop on BID security programs at the second annual Law Enforcement and Private Security (LEAPS) conference at the Bonaventure, April 25, 2001.
- The Security Committee met with representatives from Hollywood Community Action Network (Hollywood CAN) regarding their desire to embark upon an entrepreneurial program to sell Hollywood CAN t-shirts with the cooperation of merchants and businesses within the HED. The Board endorsed this project at their June 21, 2001 meeting.
- At the June 21, 2001 meeting of the Board, the Directors affirmed their commitment to armed security through to the end of the year.
- A change order to the Burke Security contract was approved at the June 21, 2001 Board meeting. The change order enhances the original commitment to a "core deployment" of personnel and accomplishes the following:
 - a. Extend Burke Security contract through 12/31/01

- b. Allow for a 10-week summer program (enhanced deployment) in Phase II, with a slight increase in Phase I
- c. Allow for early morning deployment two days a week, commencing 3/19/01;
- d. Allow for late night deployment commencing 3/19/01 consisting of one late night per weekend during off season, and two late nights on a weekend during peak summer season; and
- e. Return to core deployment after Labor Day.

The annualized budget for core deployment plus enhanced deployment will amount to \$1,112,016 (divided \$334,880 to Phase I and \$777,136 to Phase II).

III Streetscape Issues

- A contract was signed with California Street Maintenance for the period January 1 - September 30, 2001 for an amount of \$528,000 for both the HED and the Hollywood Vine Assessment District. This was authorized at the April 19, 2001 meeting of the Board..
- The HEDPOA Board, upon the urging of the Street lighting Subcommittee, submitted a letter to the city of Los Angeles in April announcing support for a refurbishment of the "star fixtures" that currently line the Walk of Fame. The proposed street lights will now include a fixture mounted part-way down the pole, which will illuminate the sidewalks at night. The project now goes into the design and engineering stage.
- Both Cal Trans and the city of Los Angeles approved the permits for the installation of Canary Island Date Palms at the intersections of Hollywood/Highland and Hollywood/Vine (eight at each intersection). The Board approved a contract with The Landscape Center for \$197,824 at their May 17, 2001 meeting to proceed with this project. At the June 21, 2001 meeting, the Board approved an overall project budget for the Canary Island project, to include all costs (e.g., Landscape Center, subcontractors, granite pavers, bonding, terrazzo repair, contingency) – total \$268,000. This will be funded from the HCIP grant.
- At the request of the Streetscape Committee, the Board authorized the purchase of a Q-Star Technology Graffiti camera as a tool to help deter graffiti in oft-tagged areas in the Phase II BID.

- The Board authorized the expenditure of an additional \$10,000 in HCIP funds to pay costs associated with landscape consulting and project management for the final two tree-planting projects (Canary Islands and Jacarandas).

IV Marketing Issues

- The HED piggybacked on the Hollywood Chamber's annual economic summit and sponsored a Retail Real Estate Open House on June 15, 2001. In preparation for this event, Kim Sudhalter, Marketing Consultant, developed a retail marketing brochure which outlines demographics, economic benchmark information and facts and statistics about the Hollywood Entertainment District. Additionally, approximately 20 retail locations were opened up for viewing that day, and including in a listing booklet, and on the HED's web site.
- The Board approved a contract with Economics Research Associates to perform bench marking economic analysis for 2000 data, at a cost of \$22,000.
- The HED website was updated. It now features an electronic subscription to the BID BIZ newsletter and electronic postcards.

V BID Renewal

- During this period, the HEDPOA still did not receive its contract with the city of Los Angeles to provide services to the BID Renewal Steering Committee. The proposal was submitted to the city on 12/29/01.
- Focus groups were completed for property owners to provide input to the BID Renewal Steering Committee while the Management District Plan/petitions were being circulated.
- Petitions representing close to 61 percent of the proposed assessment of \$2.25 million were submitted to the City Clerk in late April, 2001.

VI Other

- People Assisting the Homeless (PATH) honored the Hollywood Entertainment District POA as their "corporation of the year" on June 5, 2001 at their annual fund-raising luncheon.

- Kerry Morrison participated on a panel discussion at a Healthy Cities conference sponsored by Public Counsel, Children's Hospital and other organizations on April 23, 2001. The panel she participated in focused upon the unique problems faced by runaway youth, and the partnerships established by the BID and the LAPD with social service providers.
- Kerry Morrison co-presented a workshop on bench marking for BIDs at a 6/18/01 conference in San Diego sponsored by: National Institute for Governmental Innovations.